

30-DAY REPORT FOR YOUR LISTINGS

EXECUTIVE SUMMARY

You currently have **20,264** listings, and you are subscribed to **44** channels. **10,756** of your properties have been visited at least 1 time over the last 30 days. **16** of your brokers currently have a paid subscription to ListHub. You currently have **291** registered brokers using ListHub.

Terms are defined on the last page of this report.

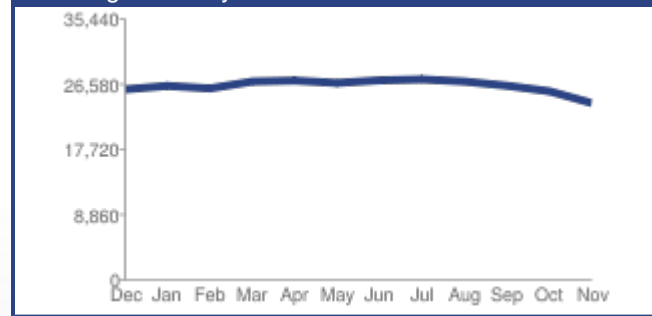
→ Top Channels by Number of Visits

	Visits	% of Visits
1. Yahoo! Real Estate	10,911	34.5%
2. Google Maps	10,520	33.3%
3. Trulia	2,040	6.5%

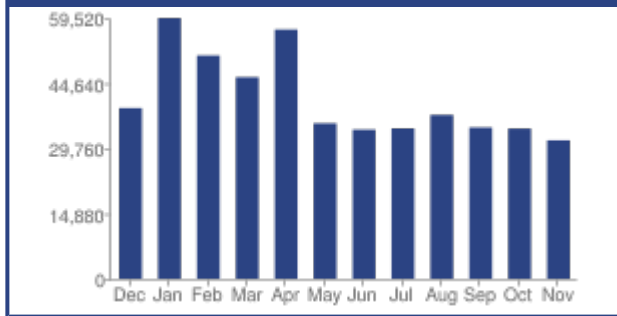
→ Top Locations of Your Online Consumers

	Visits	% of Total Visits
1. Jacksonville, FL	8,272	27.0%
2. Orange Park, FL	1,048	3.4%
3. Saint Augustine, FL	841	2.7%

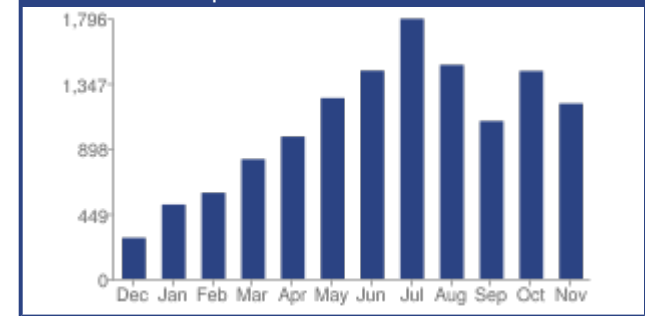
→ Listing Inventory



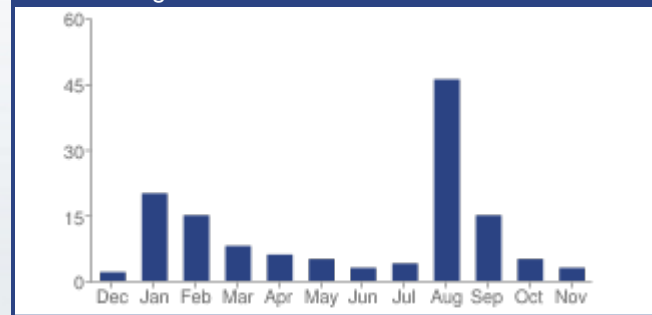
→ Number of Visits - Last 12 Months



→ Number of Inquiries - Last 12 Months



→ Broker registrations



→ Top Listing Agents (their online performance ranking)

Agent	Agent ID	Listing Count	Click-Throughs (Visits)	Inquiries	Performance Rank
STEVE SIBIGA - REALHOME SERVICES & SOLUTIONS	39480	82	408	5	1st
KIMBERLY OSBORNE - RESOURCE REALTY, LLC	29792	12	158	33	2nd
ANGELA BEARD - REALTY EXECUTIVES THE ELITE	11207	80	278	0	3rd

→ Top Property Categories

Description	Listing Count	Click-Throughs (Visits)	Inquiries	Performance Rank
\$100K - \$200K - 3BR				

→ Top Property Categories

Description	Listing Count	Click-Throughs (Visits)	Inquiries	Performance Rank
Residential - For Sale	2,559	2,646	22	1st
\$1K - \$2K - 3BR Rentals - For Rent	556	1,273	167	2nd
\$100K - \$200K - 4BR Residential - For Sale	1,061	1,706	19	3rd

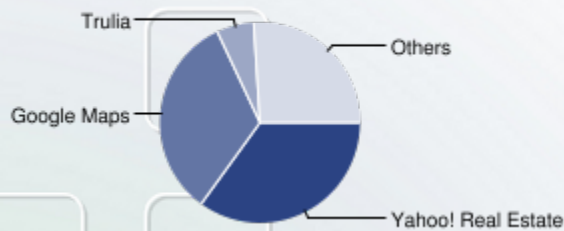
30-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: CHANNEL COMPARISON CHART

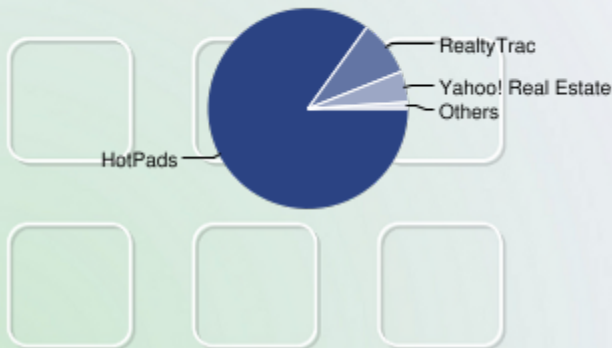
This report shows a comparison of activity generated from your listings online. Data is collected from the following two sources to report the Inquiries: 1) Inquiries from ListHub hosted property pages are included. 2) Inquiries generated directly from the channel Web sites are included for channels which have chosen to provide ListHub with this data. Inquiry data generated on the brokerage Web site is not included in the report.

Terms are defined on the last page of this report.

Visits by Channel



Inquiries by Channel



How Do The Internet Marketing Channels Compare?

Channel	Listings		Consumer Traffic		Inquiries		
	Setup	Total	Property Views	Click-Throughs (Visits)	Emails	Phone Views	Total
Foreclosure.com	MLS-ALL	9,111	517	38	3	0	3
HomeFinder	MLS-ALL	15,843	3,896	1,218	0	0	0
HotPads	MLS-ALL	15,197	39,467	1,232	469	556	1,025
IAS Properties	MLS-ALL	9,067	0	14	0	0	0
Keller Williams	MLS-ALL	756	220	0	0	0	0
RealtyTrac	MLS-ALL	9,131	887	93	114	0	114
AOL Real Estate	MLS-ALL	13,845	Not Applicable	55	0	0	0
CLRSearch	MLS-ALL	14,066	Not Applicable	4	0	0	0
Cyberhomes	MLS-ALL	13,845	Not Applicable	47	0	0	0
DataSphere	MLS-ALL	9,212	Not Applicable	273	0	0	0
Enormo	MLS-ALL	12,935	Not Applicable	9	1	0	1
eReallInvestor	MLS-ALL	12,884	Not Applicable	12	0	0	0
FreedomSoft	MLS-ALL	9,105	Not Applicable	0	0	0	0
FrontDoor	MLS-ALL	13,756	Not Applicable	114	0	0	0
Google Maps	MLS-ALL	20,387	Not Applicable	10,520	0	0	0
HomeOnTheTube	MLS-ALL	9,112	Not Applicable	0	0	0	0
Homes By Lender	MLS-ALL	8,014	Not Applicable	0	0	0	0
Homes.com	MLS-ALL	9,237	Not Applicable	39	0	0	0

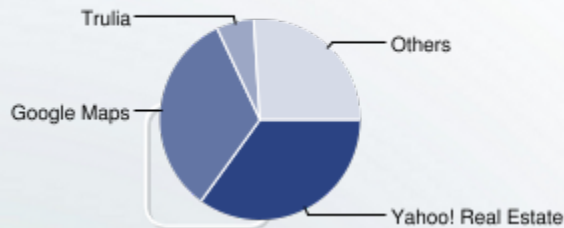
30-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: CHANNEL COMPARISON CHART (CONTINUED)

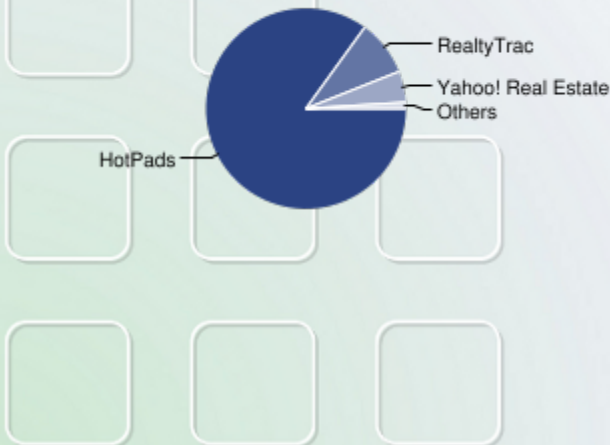
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Visits by Channel



Inquiries by Channel



How Do The Internet Marketing Channels Compare?

Channel	Listings		Consumer Traffic		Inquiries		
	Setup	Total	Property Views	Click-Throughs (Visits)	Emails	Phone Views	Total
HomeTourConnect	MLS-ALL	9,105	Not Applicable	5	0	0	0
HomeWinks	MLS-ALL	9,123	Not Applicable	6	0	0	0
LakeHomesUSA	MLS-ALL	12,922	Not Applicable	927	0	0	0
LearnMoreNow.com	MLS-ALL	9,067	Not Applicable	9	0	0	0
LiquidusMedia	MLS-ALL	7,538	Not Applicable	0	0	0	0
Listings-to-Leads	MLS-ALL	812	Not Applicable	0	0	0	0
MyREALTY.com	MLS-ALL	19,340	Not Applicable	16	0	0	0
National Relocation	MLS-ALL	9,106	Not Applicable	6	0	0	0
Oodle	MLS-ALL	15,819	Not Applicable	995	0	0	0
Overstock	MLS-ALL	9,270	Not Applicable	337	0	0	0
PropBot	MLS-ALL	19,348	Not Applicable	0	0	0	0
Property Pursuit	MLS-ALL	9,117	Not Applicable	1	0	0	0
Property Shark	MLS-ALL	9,120	Not Applicable	3	0	0	0
RealEstateCentral	MLS-ALL	9,101	Not Applicable	0	0	0	0
RealtyStore	MLS-ALL	9,136	Not Applicable	401	1	1	2
Relocation.com	MLS-ALL	9,128	Not Applicable	0	0	0	0
RELOHomeSearch	MLS-ALL	5	Not Applicable	0	0	0	0
Showing Suite	MLS-ALL	52	Not Applicable	0	0	0	0

30-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: CHANNEL COMPARISON CHART (CONTINUED)

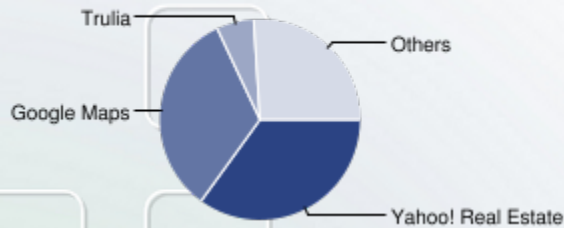
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How Do The Internet Marketing Channels Compare?

Channel	Listings		Consumer Traffic		Inquiries		
	Setup	Total	Property Views	Click-Throughs (Visits)	Emails	Phone Views	Total
Trulia	MLS-ALL	15,137	Not Applicable	2,040	0	0	0
TweetLister	MLS-ALL	9,090	Not Applicable	6	0	0	0
USHUD.com	MLS-ALL	9,130	Not Applicable	20	0	0	0
Vast	MLS-ALL	15,751	Not Applicable	1,295	0	0	0
Yahoo! Real Estate	MLS-ALL	14,264	Not Applicable	10,911	61	0	61
Zillow.com	MLS-ALL	14,966	Not Applicable	952	1	0	1
Organic			Not Applicable	17	0	0	0
<b>Total</b>	<b>Not Applicable</b>	<b>Not Applicable</b>	<b>44,987</b>	<b>31,615</b>	<b>650</b>	<b>557</b>	<b>1,207</b>

Visits by Channel



Inquiries by Channel





Your Listing Asset Management Company

30-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: PROPERTY CATEGORIES

This report shows the categories of your top listings ranked based on the number of visits/click-throughs, inquiries and listings.

Terms are defined on the last page of this report.



Listing Activity by Inventory Category

Description	Listing Count	Click-Throughs (Visits)	Inquiries	Performance Rank
\$100K - \$200K - 3BR Residential - For Sale	2,559	2,646	22	1st
\$1K - \$2K - 3BR Rentals - For Rent	556	1,273	167	2nd
\$100K - \$200K - 4BR Residential - For Sale	1,061	1,706	19	3rd
\$1K - \$2K - 4BR Rentals - For Rent	305	930	169	4th
\$200K - \$300K - 4BR Residential - For Sale	842	1,146	10	5th
\$200K - \$300K - 3BR Residential - For Sale	804	1,023	6	6th
\$100K - \$200K - 3BR Residential - Foreclosure	548	860	12	7th
\$100K - \$200K - 4BR Residential - Foreclosure	447	918	5	8th
\$900 - \$1000 - 3BR Rentals - For Rent	191	446	64	9th
\$800 - \$900 - 3BR Rentals - For Rent	120	342	56	10th

There are an additional 651 inventory categories that are not shown.

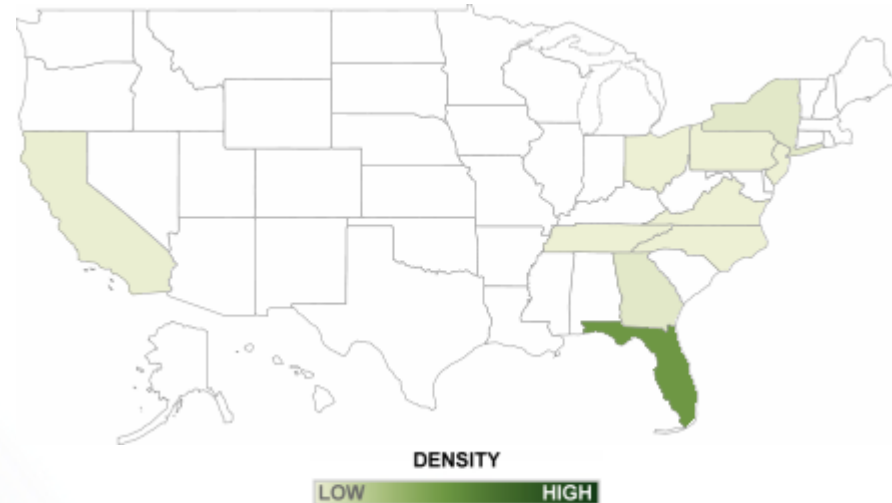
30-DAY REPORT FOR YOUR LISTINGS

DETAILED ANALYSIS: LOCATION OF YOUR ONLINE CONSUMERS

The shading on the map shows the relative number of consumers in each state that visited your properties online based on GIS coding.

GIS coding is technology used to geographically locate online consumers.

Terms are defined on the last page of this report.



→ Top States				
State	Visits		Inquiries	
	Total	Percent	Total	Percent
Florida	15,665	51.2%	78	72.2%
Georgia	1,796	5.9%	4	3.7%
New York	1,691	5.5%	0	0.0%
California	773	2.5%	0	0.0%
New Jersey	763	2.5%	1	0.9%
Pennsylvania	705	2.3%	1	0.9%
Virginia	696	2.3%	0	0.0%
North Carolina	673	2.2%	3	2.8%
Ohio	662	2.2%	1	0.9%
Tennessee	542	1.8%	0	0.0%
Illinois	459	1.5%	0	0.0%
Texas	424	1.4%	0	0.0%

→ Top Cities				
City	Visits		Inquiries	
	Total	Percent	Total	Percent
Jacksonville, FL	8,272	27.0%	34	31.5%
Orange Park, FL	1,048	3.4%	5	4.6%
Saint Augustine, FL	841	2.7%	2	1.9%
New York, NY	776	2.5%	0	0.0%
Atlanta, GA	656	2.1%	0	0.0%
Gainesville, FL	459	1.5%	5	4.6%
Orlando, FL	345	1.1%	0	0.0%
Ponte Vedra Beach, FL	314	1.0%	4	3.7%
Middleburg, FL	240	0.8%	0	0.0%
Jacksonville Beach, FL	235	0.8%	9	8.3%
Palatka, FL	216	0.7%	0	0.0%
Atlantic Beach, FL	189	0.6%	0	0.0%



Your Listing Asset Management Company

30-DAY REPORT FOR YOUR LISTINGS

EXPLANATION OF TERMS

→ Explanation of Terms

**Agent ID** - Each agent has a unique user ID per MLS and per office. Since it is possible for some agents to hold more than one agent ID, the ID is included for the purpose of distinction.

**Channel labeled "Organic"** - an instance when the consumer was taken to the property page hosted by ListHub by a means other than one of the channels, such as when the consumer searches for a specific property address in a search engine and is taken directly to the property page.

**Click-Throughs (Visits)** - occurs when a consumer is redirected to the property page for that listing (for example the ListHub hosted property page or property page on the brokerage Web site).

**Inquiries** - an event where the consumer starts an interaction with the broker or agent using one of the links on the ListHub hosted property page or by using a link on the channel Web site. This would result in the broker/agent receiving an email with a return email address for the consumer. The number of times a consumer clicked on "Click to view phone number" is also measured and reported under "Inquiries".

**Listing Count** - the number of active listings that each agent has on the date of the report, or the number of active listings in a property category on the date of the report.

**Listing Inventory** - the total active listings that are being pulled from the MLS each month.

**Not Applicable** - This indicates that the data is not yet available for the Web site.

**Performance Rank** - ListHub uses unique algorithms to determine the performance of listings within certain property categories as well as the performance of listings for each agent. This algorithm factors in the number of listings, the number of visits/click-throughs, and the number of inquiries.

**Property Views** - occurs when a consumer clicks on the thumbnail view of a property to view more details, while still on the Internet marketing channel Web site. It is from the property view that the consumer has access to the link for even more property information which would result in a "visit or click-through" when clicked.

Property views, visits, and inquiries are based on the number of listings displayed by the channel. If the channel displays a listing provided by a source other than ListHub or if a listing is not displayed due to an uploading error, the activity data for that listing is not included in ListHub reports.